

(12) UK Patent Application (19) GB (11) 2 240 758⁽¹³⁾ A

(43) Date of A publication 14.08.1991

(21) Application No 9003238.4

(22) Date of filing 13.02.1990

(71) Applicant
Kevin O'Connell
1 Avondale Park, Kililney, County Dublin, Ireland

(72) Inventor
Kevin O'Connell

(74) Agent and/or Address for Service
Audrey Knowles & Co
624 Pershore Road, Selly Park, Birmingham, B29 7HG,
United Kingdom

(51) INT CL^a
B65D 33/00 33/14

(52) UK CL (Edition K)
B8K KAA K2K1 K2K3 K2L K2X3

(56) Documents cited
GB 2074541 A GB 1053985 A EP 0227943 A2
US 3968927 A US 3804323 A US 3774839 A

(58) Field of search
UK CL (Edition J) B8K KAA
INT CL^a B65D

(54) Bags

(57) A bag comprises a front and a rear surface (11, 12) the front surface (11) having a line of weakening (14) dividing the surface into two portions (21, 22). The first portion 21 when detached from the bag is designed to serve as a discount coupon, while the second portion (22) together with the rear surface (12) forms the bag for containing article(s). The rear surface may include a detachable portion (31) which is removed with portion (21). Initially the bag has out of register lips (24, 26). The rear wall may include a detachable hanging portion (40, Figs 3, 4, not shown).

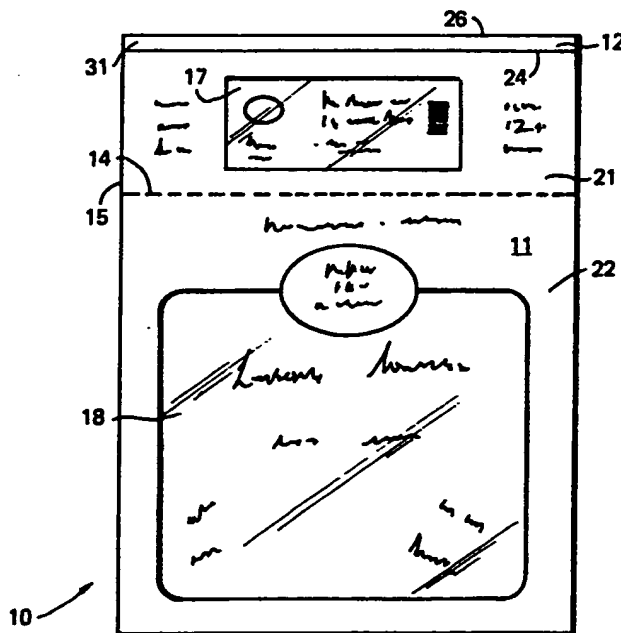


FIG. 1

1/2

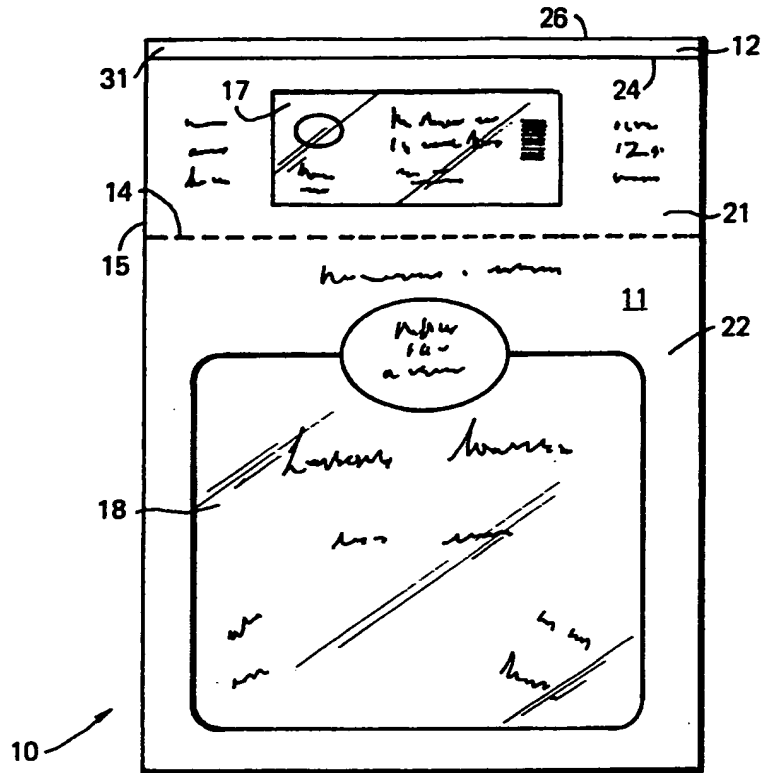


FIG. 1

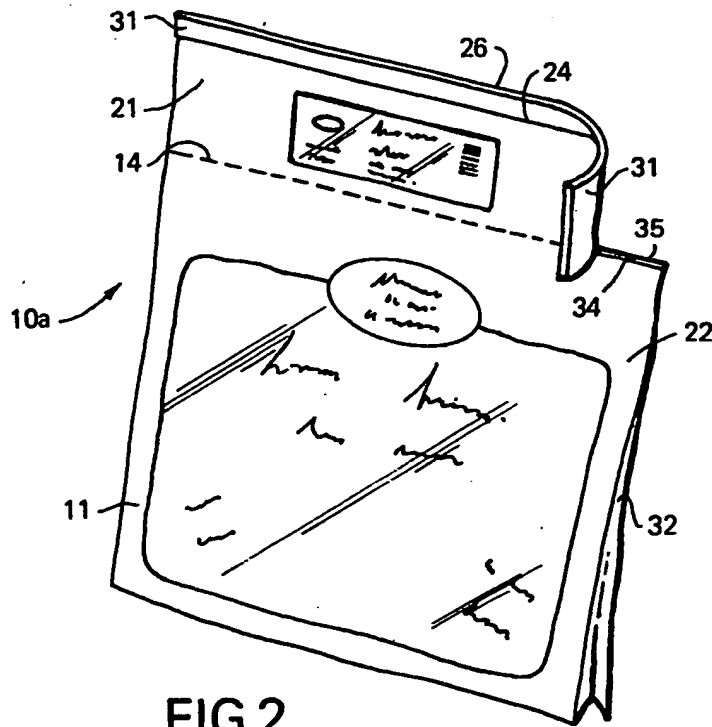


FIG. 2

2/2

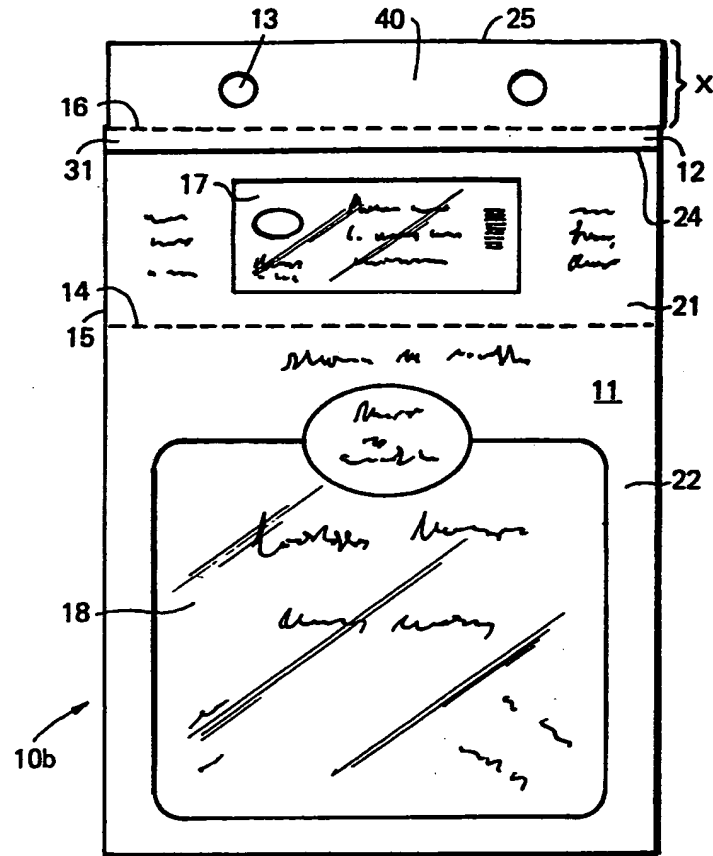


FIG.3

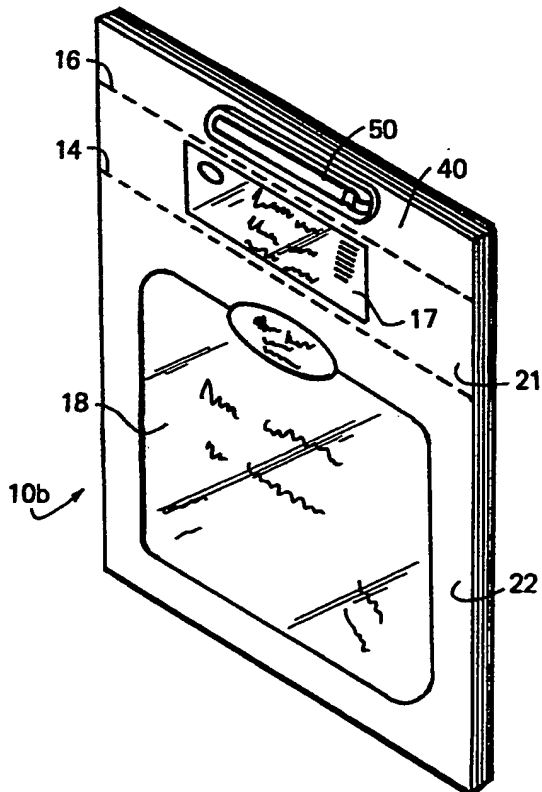


FIG.4

- 1 -

A BAG

This invention relates to a bag. In particular it relates to a bag for use as a promotional bag in the retail trade.

5 It is often desired to promote the sale of products in retail outlets by offering a discount to the customer in respect of several similar or related items purchased together.

10 In the case of similar items, their number can, if desired, be prepackaged and a discount coupon presented at the retail checkout may be used to claim the discount. However, if the items are not similar but related in some fashion e.g. different versions of chocolate from the same supplier and sold by number, and the exact selection is made by the customer, difficulties
15 can be encountered by the retailer. For example, in the case of a supermarket, some indication as to the number and selection type on offer by the supplier must be made known to both the customer and the checkout attendant.

20 It is an object of the present invention to overcome these problems.

The invention, therefore, provides a bag adapted to contain one or more retail items and having a front surface and a rear surface, wherein at least one of said surfaces has a first line of weakening which divides said surface into a first portion and a second portion; wherein when said first portion is removed, the second portion together with said other surface embraces a volume sufficient for acting as a container for the items, said first portion having indicia thereon which, when removed, acts as a record of the sale of the item(s).

The invention will be understood in greater detail from the following description of a preferred embodiment thereof given by way of example only and with reference to the accompanying drawings in which:-

Figure 1 is a plan view of a first embodiment of a bag according to the invention;

Figure 2 is a perspective view of the bag of Figure 1 of the drawings shown in use;

Figure 3 is a plan view of a second embodiment of a bag according to the invention; and

Figure 4 is a perspective view of a plurality of bags of Figure 3 of the drawings.

Referring now to Figures 1-2 of the drawings, there is shown a bag 10 according to the invention preferably of a plastics material. With particular reference to Figure 1 of the drawings, the bag 10 comprises a front surface 11 and a rear surface 12. The surfaces 11, 12 together form the bag 10 the mouth of

which is defined by lips 24, 26 located on the front surface 11 and the rear surface 12 respectively. To facilitate opening of the bag 10, the lips 24, 26 are not in register so that the surface 12 is longer than the surface 11.

A first line of weakening or perforation 14 is provided on the front surface 11 which provides the front surface 11 with a first portion 21 and a second portion 22.

The first portion 21 has indicia 17 thereon providing information relating to a retail sales promotion and, when removed, acts as a record or discount coupon in respect of a purchase. The second portion 22, which is preferably transparent, may have indicia 18 thereon relating to the type and/or number of products which must be purchased in order to avail of the monetary discount of the promotion. Other information such as advertising, logograms etc. may be carried on either the first portion 21 and/or the second portion 22.

The rear surface 12 has a second line of weakening or perforation line 15 which provides the rear surface 12 with a first part 31 and a second part 32. The lines 14, 15 are in register.

The first and second parts 31, 32 are also preferably transparent and may, if desired, carry indicia relating to the promotion or other useful information.

In use, the required product or products are placed in the bag 10 and taken to the checkout of the

store. The first portion 21 and the first part 31 are separated from the second portion 22 and the second part 32 respectively by tearing along the perforation lines 14, 15. The first portion 21 is retained by the retailer as a discount coupon and record of sale in respect of the items or products purchased.

The removal of the portion 21 and the part 31 provides a container 10a for the items or products. The container 10a has lips 34, 35 which correspond to the perforation lines 14, 15 respectively now absent.

It will be appreciated that, if desired, the perforation line 15 may be absent. In that event, the surfaces 11, 12 would not be joined together above the perforation line 14. The resulting container would, therefore, have lips 34 and 26. Alternatively, the surfaces 11, 12 above the perforation line 14 could be joined by transverse and oppositely disposed lines of weakening or perforation lines (not shown) relative to the perforation line 14. In that event, removal of the portion 21 would require tearing along three perforation lines viz. the two transversely disposed perforation lines and the perforation line 14.

Only if the container 10a is presented at a checkout with the required number and/or type of items or products therein in accordance with the rules of the promotion together with the in situ first portion 21 would the retailer accord to the customer the promotional price.

For the convenience of the retailer and the customer, it may be desirable for a plurality of bags 10 be available for use in the store. Rather than

making the bags 10 available loosely, a promotion pack 10b may be used. A promotion pack 10 is shown in Figure 3 of the drawings with a plurality of such packs 10b showing in Figure 4 of the drawings.

5 The promotion pack 10b is similar in construction to the bag 10 and similar parts are denoted by the same numbers.

10 The essential difference between the pack 10b and the bag 10 lies in the provision of an extension portion 40 in respect of the rear surface 12. This additional material is denoted by the letter x in Figure 3 of the drawings. The extension portion 40 is joined to the rear surface 23 along a third line of weakening 16. The additional material has a pair of holes 13 therein.

15 In use, a plurality of packs 10b are hung from a suitable holder 50 using holes 13. A customer grasps a pack 10b and, by a tearing action along the perforation line 16, removes a bag 10.

20 The lip 26 of the bag 10 corresponds with the perforation line 16 now absent. The bag 10 obtained from the pack 10b is the same as the bag 10 of Figures 1 and 2 of the drawings and is, therefore, used in an identical manner. The extension portion 40 remains with the holder 50 following removal of the bag 10.

25 The invention is not limited by or to the specific embodiments described which can undergo considerable variation without departing from the scope of the invention.

CLAIMS:

1. A bag comprising a container adapted to contain one or more retail items and having a front surface and a rear surface, wherein at least one of said surfaces has a first line of weakening which divides said surface into a first portion and a second portion; wherein when said first portion is removed, the second portion together with said other surface embraces a volume sufficient for acting as a container for the items, said first portion having indicia thereon which, when removed, acts as a record of the sale of the item(s).

2. A bag as claimed in Claim 1 wherein the mouth of the bag has a pair of lips which are out of register relative to each other.

3. A bag as claimed in Claim 1 or Claim 2 wherein the other of said surfaces has a second line of weakening which divides said other surface into a first part and a second part, wherein when the first part is removed together with the first portion, the second portion together with the second part form the container.

4. A bag as claimed in Claim 3 wherein the first line of weakening and the second line of weakening are in register.

5. A bag as claimed in any of Claims 1-4 wherein the second surface has an extension portion connected thereto along a third line of weakening the combination of which provides a pack, which third line is in parallel spaced apart relationship relative to the first line of weakening, the extension portion having means

for enabling the pack to be suspended from a support means.

5 6. A bag as claimed in Claim 5 wherein the suspension means comprises one or more apertures for engaging with the support means.

7. A bag as claimed in Claim 5 or Claim 6 wherein one of the lips of the bag is formed, and corresponds with the third line of weakening, when the extension portion is removed.

10 8. A bag as claimed in any of Claims 1-7 which comprises a plastics material.

9. A bag as claimed in Claim 8 wherein the material is substantially transparent.

15 10. A bag substantially as hereinbefore described with reference to and as illustrated in Figures 1-2 of the accompanying drawings.

11. A bag substantially as hereinbefore described with reference to and as illustrated in Figures 3-4 of the accompanying drawings.